

Chapter One: Overview

1.1 Purpose

The design guidelines for two corridors within the Bixby Knolls Business Improvement Area (BKBIA), namely, Atlantic Avenue and Long Beach Boulevard, are intended to provide property owners, merchants, and their designers with basic design criteria to reinforce the desired building and district character. The Bixby Knolls Design Guidelines (BKDG) will serve to identify the neighborhood's urban core and direct commercial and retail development along specific corridors.

It should be noted that the Design Guidelines are only one part of a commercial neighborhood regeneration effort. The implementation of these design guidelines must be accompanied by appropriate marketing efforts identified by the BKBIA as well as adequate enforcement by the City.

1.2 Goals and Objectives

The Concept Plan has been established to accomplish the following goals:

- To visually unify the varied uses and building types within the area to create an identifiable sense of place.
- To establish a standard of quality and aesthetics that will influence development in Bixby Knolls.
- To promote safe and efficient patterns of pedestrian and vehicular circulation.
- To provide guidance for future development.

The goals of the design guidelines are as follows:

- Provide basic design recommendations for buildings in the Bixby Knolls area promoting design creativity and variation while ensuring consistency in building scale, proportion and architectural character.
- Protect and enhance historical buildings and gain inspiration from historical building forms and styles for future development.
- Establish clear and usable guidelines.

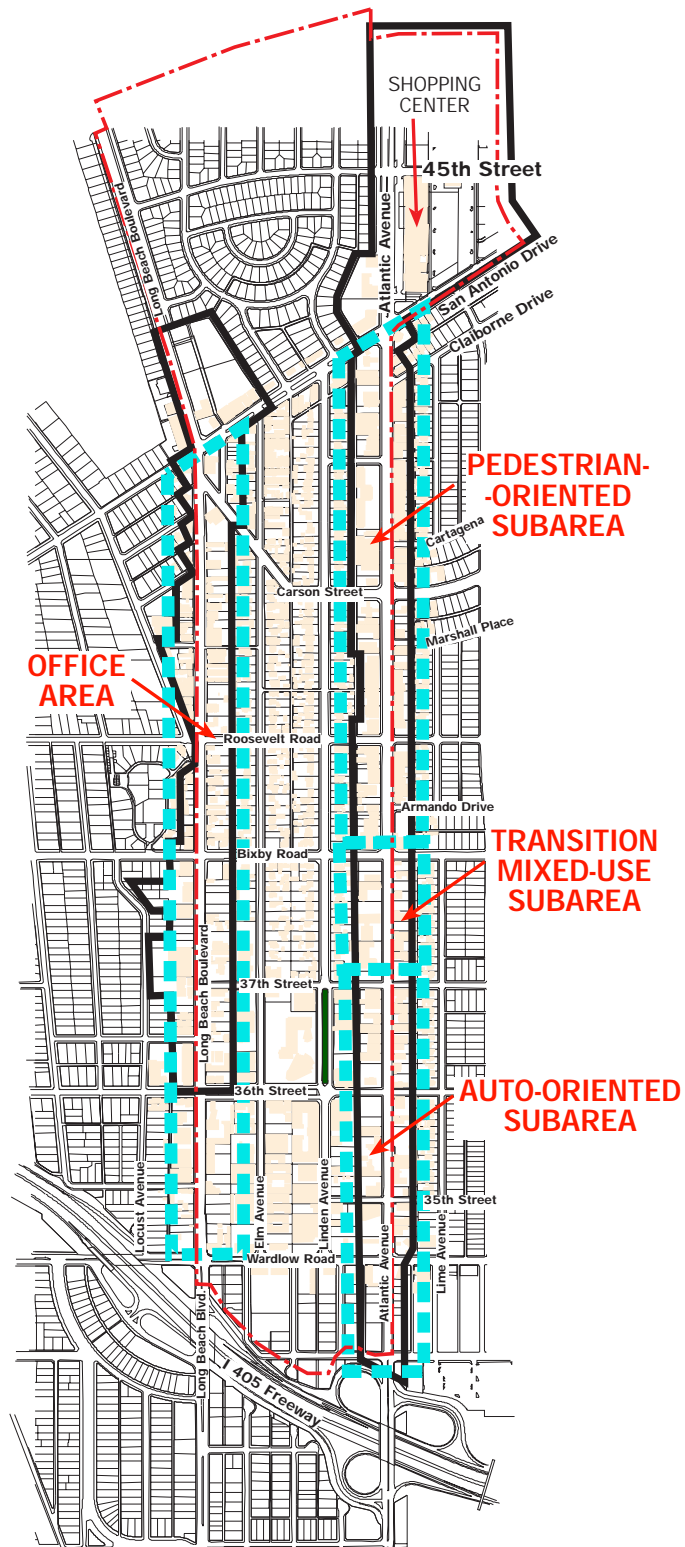
1.3 Study Area

The Bixby Knolls neighborhood is situated four miles north of Downtown Long Beach. Bixby Knolls is primarily residential in character, but is bisected by two major commercial and retail corridors: Atlantic Avenue and Long Beach Boulevard. The surrounding residential areas are predominantly upscale single-family neighborhoods. Historically known as “uptown,” Bixby Knolls includes the Los Cerritos and California Heights residential neighborhoods, which are among the most historically significant neighborhoods in Southern



Surrounding residential neighborhoods

Figure 1.1: Project Area



NORTH LONG BEACH
REDEVELOPMENT
PROJECT AREA

BIXBY KNOLLS BUSINESS
IMPROVEMENT
ASSOCIATION
PROJECT AREA

BIXBY KNOLLS DESIGN
GUIDELINES AREA

California. California Heights and Los Cerritos (also known as the Virginia Country Club area) are served by the neighborhood retail and commercial uses found along Atlantic Avenue and Long Beach Boulevard.

The project area for this work effort includes Long Beach Boulevard and Atlantic Avenue, generally between the 405 Freeway on the south and San Antonio Road on the north. The map in Figure 1.1 shows the boundaries.



Surrounding residential neighborhoods

1.4 Applicability of the Bixby Knolls Design Guidelines

The provisions of these design guidelines shall apply to all properties included in the Bixby Knolls Design Guidelines area. No construction, modification, addition or installation of any building structure shall occur, on or after the effective date of these design guidelines, except in conformity with the provisions of these guidelines. In addition to conforming with these design guidelines, all new construction, modification or addition of building structures shall also conform to the development standards contained in the City of Long Beach Zoning Code. Any issue or standard not similarly covered in these design guidelines shall be subject to the City of Long Beach Zoning Code. In cases where development standards set forth in the Zoning Code are inconsistent with these design guidelines, the design guidelines shall control.

1.5 Design Review

TO BE PROVIDED BY CITY

1.6 Variances

All development within the BKDG area shall be subject to Site Specific Plan Review (SSPR) or greater review and shall conform to these design guidelines, unless written findings are made granting relief. Variances may be granted by the Redevelopment Agency of the City of Long Beach (and/or Planning Commission).